TV Forecast

RINK, FRED
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97-177

JANUARY 28, 1950

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Columns of Chatter

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LETTERS to the Editor

Your Voice in Video
In Chicagoland

Sir:

Incidentally, Chicago had a really good singer in Johnny Hill in the old "Music in Velvet" telecast on WENR-TV. I hated to see him drop out of TV, and hope he'll be back.

Chicago, Ill. THOMAS M. FLAHERTY

Sir:

Why do they insist on putting Ed Sullivan and Perry Como on at the same time, especially on Sunday nights when we have time to sit and enjoy our set?

Chicago, Ill. KAYE O'CONNOR

Sir:

Please bring back "20 Questions."

Racine, Wis. MRS. GEORGE HAENGEN

Sir:

Why does Jack Carter try to act like Milton Berle? We like him as Jack Carter.

East Gary, Ind. "RENNY"

Ed. Note: Another reader asks "why does Berle act like Carter?"

Sir:

What happened to Jerry Mahoney?

Crystal Lake, Ill. E. T. SMITH

Ed. Note: Show lost its sponsor, will be revived if someone pays the bill.

Sir:

Arthur Godfrey to some people is just another fellow, but to those of us who have seen his wonderful work, we think differently. He is a fine man.

Father Basil's Lodge MRS. EMILY KEDARA
Chicago, Ill. Supervisor

Sir:

Art Jarrett . . .reminds me of Colonel Cracky. . . . He could take a lesson from Garroway on the fine art of relaxation.

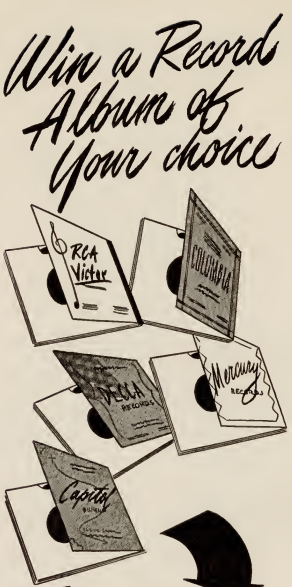
Chicago, Ill. CONNIE BERG

Sir:

It's beyond us how anyone could dislike Ernie Simon. He gives you a boost when your morale is down.

Chicago, Ill. JOANNA MANNA

(Continued on Page 7)



Here is the official Entry Blank for the Weekly Best Record contest being conducted by *TV Forecast*.

Rules of the contest are printed elsewhere in this issue. Read them carefully, then fill in the blank, clip it, and mail to Bob Lee, Contest Editor, % TV Forecast, 185 N. Wabash, Chicago 1.

"My Favorite ..... record of the
(Brand)
week is ..... If I am winner,
(Title)
please send me the following album .....
My name is .....
Address .....
(Street)
City..... Zone..... State.....
Address entry to Bob Lee, Contest Editor, TV Forecast, 185 N. Wabash, Chicago, 1.
1/28

NEXT WEEK • A Visit With "Mama"

The cameraman records scenes in the home of the Hansons, popular CBS-TV telecast. Look for it on your newsstand this coming Friday.

EDITOR
Robert A. Kubicek

ASSOCIATE EDITOR
Pat Cooper

PROGRAM EDITOR
Patricia E. Moran

ADVERTISING
Lester Vihon

PROMOTIONALS
Roy V. Whiting

BUSINESS
Norbert F. Dompke

PRODUCTION
John E. Groenings

CIRCULATION
Archie K. Fisher

ART DIRECTOR
Herman H. Block

ON the COVER

The West Twins, Dedee and Debbie, bring added sparkle to "Lucky Letters" on WBKB. They can be seen this Friday on channel 4 as Frankie Masters and Phyllis Myles star in another telecast of this new audience participation show.

CHANNEL ONE

Madison Square Garden basketball is fast becoming the No. 1 winter sport . . . Manhattan fans eat it up, and probably will inspire more advertisers to sponsor such telecasts . . . Henry Morgan is itching for TV. Think he'd consider living in Chicago, if necessary . . . Watch for Billy Eckstine's new video show . . . Secret buzz buzz indicates Billy Rose personally writing a telesplendiferous review for network presentation . . . Clark Gable is being considered for a coast-to-coast "Leave It to the Men" type of show. Potential sponsors feel Gable can grab headlines easier than any other man, with the possible exception of Joe Stalin . . . "Truth or Consequences" will probably debut this week, we learn as this issue goes to press . . . Understand Morton Downey misses TV, wishes he wasn't such a busy business man.

If we're scooped on the opening of the Chicago-to-Los Angeles coaxial cable, it's because we had to hold back the news until a few wrinkles were ironed out . . . Drive to recruit big-name TV stars to stay in Chicago is gathering momentum. Herb Shriner, Fred Allen, Sammy Kaye, and Morey Amsterdam are considering it now . . . Ex-cinemaphotog Bill Birch is fast finding television takes 5 to 10 years off a cameraman's life, chasing down news for NBC here . . . Discjockey Linn Burton is on a milk diet, off the TV screen. Burton figures he has consumed 100 gallons of coffee on his early morning "Second Cup" . . . Burr Tillstrom gets some of his best ideas for Kukla and Ollie while lunching in the Pump Room.

Homeless pooches are finding 3 squares and a place to snooze via TV. Dogs picked up a few hours before each telecast are shown on screen to sympathetic public . . . In an hour or less, all are spoken for, and given good homes . . . A west coast video set manufacturer wants to sponsor Tony Martin but is waiting for a live hookup. Hates kinescope recordings . . . Ty Power much in demand here as guest on local shows, so much Linda is complaining . . . Lee Bristol, stage manager for "Voice of Firestone" is being eyed for bright lights. Bristol, accomplished pianist and organist, wrote "Laughter," expressly for orchestra and TV camera . . . Watch for a flood of western films made especially for video. Success of Bill Boyd's "Hopalong" series started it all. Then Roy Rogers, etc., etc.

Personality of the Week is Holland Engle of WGN-TV, emcee of "Cartune-O," one of the busiest men Mrs. Hogan's bright boy has ever met . . . When he bought an old farm house outside of the city recently, it looked like a hopeless task of remodeling, that is until the Engle "wrecking crew" went to work on it . . . They tore out walls at random, dismantled the front porch, moved the stairway, even cut right into the open to erect a 38 foot chimney and fireplace. . . . Next they built a workshop adjoining the house, to hold all their equipment. Today, $6,000 later, the Engles have been offered three times the original value of the house, but nothing could convince them to part with their pride and joy.

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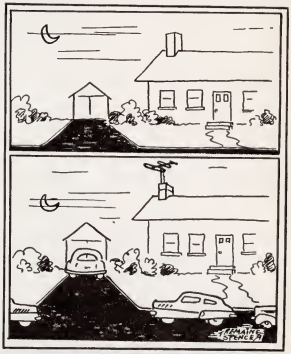
Roscoe Now "Rocky"

Movie comedian Roscoe Karns is now portraying "Rocky King, Inside Detective," in WGN-TV's new murder mystery series. This Saturday, channel 9 will again present Karns in a story chosen from the pages of *Inside Detective* magazine. The show originates in New York.



Carolyn Gilbert Back

One of our favorites, Carolyn Gilbert, is back on TV. Star of her own show, Miss Gilbert can be seen this Sunday on WENR-TV, channel 7, together with Don Tennant, puppeteer and vocalist. The show is written and produced by Les Weinrott and directed by Dick Locke.

OPEN HOURS

South: { until 2:00 am / Fri. & Sat. 3:00 am }
North: (NEVER CLOSED)
West: { until 3:00 am / Fri. & Sat. 5:00 am }

DELIVERY LIMITS (WE'LL STRETCH IT A BIT)

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85th Street	(S)		Lake Michigan	(E)
Devon Ave.	(N)		Damen Ave.	(W)
Fullerton Ave.	(S)		Lake Michigan	(E)
Irving Park	(N)		Oak Park Ave.	(W)
12th Street	(S)		Western Ave.	(E)

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LETTERS TO EDITOR

(*Continued from page 3*)

Sir:

Where did Simon get that crew haircut?

Elmhurst, Ill. HARRY SIMMONS

Ed. Note: Nassau, from an English barber. Simon fell asleep on the chair.

Sir:

Please tell me why Chicago did not receive the telecasting of "Carmen?"

Chicago, Ill. D. LINDBLADE

Ed. Note: Sponsorship of the soccer games took precedence over the CBS-TV opera which originated in New York.

Sir:

"Suspense" . . . "Studio One" . . . We thank the Lord our children don't watch these plays.

Chicago, Ill. S.P.

Sir:

I think it's unfair of the new, fast-growing members of the TV audience to gripe about this program, and that program, too many commercials, etc. We have had a TV set when the only station on the air was WBKB, and when the investment in a set was much greater than now.

Chicago, Ill. HENRY W. BECKER
Charter Subscriber

Sir:

Anyone who disagrees with Chub McCarthy's criticism is openly admitting that the better TV entertainment that Chub is striving for would be way over their head!

Chicago, Ill. D. CALLIS

Sir:

Just who does Chub McCarthy think he is?

Chicago, Ill. FRANKLIN STATLER

Sir:

When is Morton Downey returning to TV? We can hardly wait. For 15 minutes, he can put across more songs than Como, Sinatra, or Crosby.

Chicago, Ill. GEORGE JANICKI

Ed. Note: Downey retired to go into private business.

Sir:

I have written a letter to Balaban and Katz suggesting a TV show for the talent in and around Chicago. The winner would receive a week's engagement at one of their theaters. If your readers agree, I wish they would also write B & K, expressing their approval.

Chicago, Ill. ED ARTURI

Sir:

Clint Youle and Clifton Utley are easy on your nerves just before bedtime . . .

Chicago, Ill. MRS. ANNA MEEHAN

Sir:

Tuned in "Our Gal Toni" the other night. She had as her guest a young singer by the name of Michael Bondon. If he really is from Chicago, why don't we see more of him?

Chicago, Ill. DOLORES CRASON

Sir:

We Todd Boys voted Tom Duggan's Sport Show and Isbell's Spelling Bee our favorite shows. Can Duggan's show be scheduled earlier? We eat from 6:00 to 6:30.

Todd School
Woodstock, Ill. TONY REITINGER

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The short, chic way to fashion! Brings out waves you never knew you had. $2

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Viewers Pick Favorites

THE year 1949 made television felt in not only antenna-sprinkled Chicago and its surrounding comfortable suburbs, but registered an impact in towns like Frankfort and Dewey, Ill., in Hobart, Ind., St. Joe, Mich., and Beloit, Wis.

Bellyshaking characters named Berle, Godfrey, Cart r and Ollie entered private living rooms, stole time from dishwashing, wallpapering and other chores, and in general, completely revised routines of families who found radio an old-fashioned object.

Showmen like Wayne King made a late 1949 entry, immediately captured viewing audiences . . . Radio programs like "20 Questions" ran a limited time, teased televiewers who pleaded for more. Messrs. Hooper, Nielson, and other pollsters got grey hairs trying to measure favorite shows, but only a comparative handful of people were asked —"What's your favorite TV show."

That was until *TV Forecast* initiated the first annual popularity poll for the midwest, inviting subscribers to vote for shows telecast during the past year. The response was overwhelming. More than 32,500 subscribers cast 422,000 votes.

For weeks Chicago postmen staggered under the heavy increase of mail, and extra personnel was added to the staff of the magazine to assist in the sorting and tabulation of ballots. The editors discovered readers had their own ideas on contests, suggestions on how to improve the ballot, requests for more classifications, etc. All these ideas are being incorporated into next year's poll.

A sizable number of subscribers wrote letters and sent them along with ballots, offering suggestions for new shows, which we shall report on in this issue. Many of them cast votes in behalf of their family. All in all, they thought the idea worthy and voiced the opinion such a poll should be run annually.

Because so many letters were received on shows unable to fit into categories, special mention is being made of viewers reactions. These include sports, films, and newscasts.

The judges broke the votes down into two main divisions (1) shows originating out of Chicago, and (2) local shows, including those sent out of Chicago via cable. Therefore results printed on the following pages will be headlined National and Local. Programs receiving less than 500 votes were not listed in the final results.

The editors regret, due to limited space, that all letters submitted with ballots cannot be printed in this issue. All of them were interesting, and are being compiled into a special report for top executives of the TV networks with offices in Chicago and New York.

Following are excerpts from letters picked at random:

(Continued on page 16)

Variety Favorites

(From Chicago)

1. **Super Circus**
2. **Garroway at Large**
3. **Wayne King Show**
4. **But Not Forgotten**
5. **Fairteen Club**

These Variety Shows Are Tops

(From New York)

1. **Toast of the Town**
2. **Cavalcade of Stars**
3. **Milton Berle**
4. **TV Teen Club**
5. **Fred Waring**
6. **Arthur Godfrey**
7. **Dunninger Show**
8. **Ed Wynn**
9. **Morey Amsterdam**
10. **Paul Whiteman Review**

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 4 **Multiscope News** ticker tape
10:00 4 **Movies for Kids** 9th ch. "Don Winslow of the Coast Guard"—"Ace Drummond"
5:30 4 **Red Barber's Club House** Interviews with sports personalities
7 **Sagebrush Theater** western films with gun-toting heroes
5:45 4 **Lucky Pup Review** Highlights of week's happenings of puppets
9 **Trail Blazers' Theater** western "Saddle Aces"
6:00 5 **Children's Sketchbook** Lisle Weil illustrates the stories being told
6:15 4 **Travel Time** films
6:30 4 **In the First Person** Quincy Howe interviews prominent guests
5 **Nature of Things** Scientific discussion by Dr. Roy K. Marshall on "Electricity and Magnetism"
7 **Lone Ranger** rides again in his fight for justice. Clayton Moore & Jay Silverheels play the roles
6:45 4 **Blues By Bargy** vocal and piano selections by Jeanne Bargy
5 **Leon Pearson** and the news
6:55 4 **Herb Shriner Show** Hoosier wit comments on various subjects
7:00 4 **54th Street Revue** Billy Vine mc and his unpredictable stooge Mack Pearson, Virginia Gorski, Joan Diener, Russel Arms vocalists
5 **Saturday Square** Tom Duggan, Connie Russell, Frank Dane give out with some of their own brand of music and conversation
7 **Paul Whiteman's TV Teen Club** Margo leads the guest teenagers
9 **Spin the Picture** quiz Kathi Norris gives you the clues
7:30 9 **Inside Detective** Roscoe Karns as "Rocky King" mystery (see pg. 6)
8:00 4 **Ed Wynn Show** comedy; guests: Gloria DeHaven; comedy team Shaw & Lee. Ed tries to teach Gloria the rudiments of golf
5 **Mary Kay and Johnny** An episode in the life of the Stearns
7 **Dr. Fixum** top man with the putty and extension cord crowd
9 **Cavalcade of Stars,** Jack Carter mc Guest: Robert Merrill, Richard Adair
8:30 4 **Feature Film**
5 **Around the Town** Glimpses of unusual places and people. MC Bob Stanton visits U.S.C.G. and rescue center
9:00 5 **Meet the Press** Current topics discussion, Martha Rountree mc
7 **Indoor Polo** Pat Flanagan describes these tournaments (see pg. 29)
9 **Wrestling** from Marigold Jack Brickhouse and Harry Creighton describe Roy McQuirk vs Al Williams match
9:30 5 **Grand Marquee** feature film
10:15 4 **Ship's Reporter** Jack Mongan
11:00 4 **Murder Before Midnight** drama
9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

SPORTS FANS

Next week "TV Sportscast," a new sports section in this magazine, will make its bow with S. H. Darwent Jr. as sports editor, watch for it!

ROLLER DERBY fans seem to think Gloria Brandt is one of the cutest gals on wheels. Our eastern photog snapped this picture before the WENR-TV cameras started televising the events. Watch for the derby this week on channel 7.

Optometrists to Show Proper Use of TV

History will be in the making at the 42nd annual convention of the Illinois Optometric Assocation in Chicago, Feb. 12 and 13, when a half hour of the meeting will be televised to the public over WGN-TV. It is believed to be the first time a state convention of optometrists has been telecast.

Dr. Carl F. Shepard of Chicago, noted authority in optometric research, will demonstrate proper use of the TV set in the home and how television can be used in visual training. Several children will be used in the half hour demonstration.

The telecast is being sponsored by the Illinois Optometric Association in cooperation with WGN-TV. With the convention meeting in the Mural Room of the hotel, the show will be telecast by remote control with the demonstration being micro-waved from the 24th floor of the Morrison to WGN-TV studios.

Service Directories See Pages 8 & 31

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
12:00	7	**Bible Stories** Kay Morrow relates "The Story of Joseph" pt. 3	
12:30	7	**Amateur Hour** Chicago talent	
1:00	9	**Hudson Family Theater** "Isle of Destiny" Wm. Gargan & "Dynamite Ranch"	
1:30	7	**Lone Ranger** Saturday repeat	
2:00	4	**Soccer Football**	
	7	**Hopalong Cassidy** rides again	
3:10	7	**Film Shorts**	
3:30	5	**American Forum of the Air** "do we want Nat'l. Health Insurance"	
3:35	7	**Crusade in Europe** ch II films based on Dwight Eisenhower's book	
4:00	5	**Armed Forces Hour** Army band	
	7	**Super Circus** presents the top acts of Johnny Laddie and his dogs	
4:30	4	**Sunday Serial Time**	
	5	**Serials for the Kids** "Lighting Warrior" and "Uncle George"	
5:00	5	**Hopalong Cassidy** Another exciting adventure of the west	
	7	**Singing Lady** Ireene Wicker	
5:30	4	**Mr. I. Magination** Paul Tripp	
	7	**Hollywood House** A typical inn, with Allan Mowbray as manager	
	9	**Spell with Isbell** Photographers vs. "Miss Photo Flash" contenders	
6:00	4	**The Girls** Bethel Leslie as Miss Skinner; Skinner; Mary Malone as Miss Kimbrough, Comedy situation	
	5	**Zoo Parade** Jim Hurlbut narrates	
		Paul Whiteman Revue musical. Guests: Betty Ann Grove, Mimi Benzel	
	9	**Front Row Center** variety: Phil Leeds, Monica Moore, Cass Franklin	
6:30	4	**This Is Show Business** Guests discuss problems also variety acts Peter Lind Hayes, Mary Healey, Cab Calloway	
	5	**Aldrich Family** domestic comedy	
	7	**Carolyn Gilbert Show** (see page 6)	
6:45	7	**Dr. Fixum** Art Youngquist and tips	
7:00	4	**Toast of the Town** Ed Sullivan mc Guests: Vic Damone & Dinah Shore	
	5	**Supper Club** Perry Como mc Guest: Charles Boyer	
	7	**Think Fast** quiz Mason Gross mc	
	9	**Mystery Players** "Mummy's Spider"	
7:30	5	**Colgate Theater** "Abby, Her Farm" a child unites her family	
	7	**Little Revue** Finest in music; Rex Maupin's orchestra	
	9	**Chicagoland Newsreel Review**	
8:00	4	**Fred Waring musical** (see pg. 24) presents a Jerome Kern medley.	
	5	**Philco Playhouse** "Uncle Dynamite" by P. G. Wodehouse starring Arthur Treacher	
	7	**Your Witness** mystery drama	
	9	**Cross Question** fictional trial	
8:30	7	**Mysteries of Chinatown** drama	
9:00	4	**Travel Time**	
	5	**Garroway At Large** variety; Connie Russell, Bette Chapel, Cliff Norton	
	7	**Celebrity Time** quiz. Guests: Morey Amsterdam & Vera Zorina. Arlene Francis subs for Ilka Chase	
	9	**Stars of Tomorrow** Amateur hour	
9:15	4	**Feature Film**	
9:30	7	**Youth on the March** Sermon	
	9	**Courtesy Theater** presents "The Greencockatoo" John Mills	
10:00	7	**Playhouse** "Fighting Coward"	
10:45	4	**Pix of the News** Ulmer Turner	
11:00	9	**TV Forecast**	

(Stations reserve the right to change above listings without notice)

"STOP THE MUSIC"

See your favorite giant jackpot show . . . with M. C. Bert Parks.

See clues to the titles of the mystery melody. Hear them played by Harry Salter and the orchestra and sung by Estelle Loring, Jimmy Blaine and Betty Ann Grove.

"Watch and Win" on

"STOP THE MUSIC"

THURSDAY 7:00 P.M.

★ ★ ★ ★

"CAVALCADE OF BANDS"

featuring a parade of the Nation's top orchestras and variety acts.

GENE KRUPA and his orchestra featured this week.

TUESDAY 8:00 P.M.

★ ★ ★ ★

"BIBLE STORIES"

New! Inspirational!

Sunday School on TV with stories from the Bible narrated by KAY MORROW and hymns by the children's choir. An inspirational program for all faiths . . . for children and grownups alike.

SUNDAY 12:00 Noon

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Channel 7
ABC-TV in Chicago

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ADDRESS.....

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Hobbyists of Chicago Spotlighted on Video

A parade of Chicago hobbyists, both famous and little known, is telecast each Tuesday on WGN-TV, through the courtesy of the Burgess Handicraft stores, sponsors of "Hobby Parade."

WALT NEWTON

This week viewers will again meet host Walt Newton, talented Texan who searches for unusual and interesting personalities. Newton, readers will recall, was previously seen on the Chicago *Tribune* comics series last year. Previously he had been with stations WIP in Philadelphia and QNOW, Austin, Texas. A Marine first lieutenant, he served for two years in World War II.

Directed by Barbara Corning of channel 9, the show is handled by the Ross Roy-Fogarty agency and pointed up to younger audiences at an earlier hour.

"Hobby Parade" was previously seen on another station.

WANT TO BID?

If you have Libby labels and want to bid on Auction-Aire, phone

STate 2-3060

Friday evening. Operators will be on hand to forward your call, at no expense, to New York City.

WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN

provides this page for the convenience of viewers in Battle Creek, Kalamazoo, South Haven, Holland, Grand Haven, Muskegon, Greenville and intermediate points with primary TV coverage.

Affiliated with ABC, CBS, DTN and NBC

Saturday

7:00 Test Pattern.
7:15 Top Views in Sports.
7:30 Lone Ranger. Adventures with the hero of the West.
8:00 54th Street Revue variety entertainment with Billy Vine m.c. and his unpredictable stooge Mack Pearson.
9:00 Mary Kay and Johnny. The Stearns reenact the everyday happenings of the average family.
9:30 Around the Town. Glimpses of interesting people and places. Bob Stanton, m.c., this week visits the Kips Bay Boys Club in N.Y.

Sunday

5:45 Test Pattern.
6:00 Singing Lady with Ireene Wicker.
6:30 Hopalong Cassidy. Films.
7:30 This Is Show Business. Clifton Fadiman m.c. on this variety show where a panel of Abe Burrows, Geo. Kaufman, and guest try to solve the problems of the famed and near-famous.
8:00 Supper Club. Perry Como and the Fontane Sisters with musical variety.
8:30 Little Revue. Musical variety.
9:00 Philco Playhouse. Dramatic presentations.
10:00 Garroway At Large, with Dave, Connie, Betty and Cliff.
10:30 Youth on the March. Religious program.

Monday

1:00 Test Pattern.
4:00 Homemaker's Exchange. A cooking school conducted by Louise Leslie.
5:45 Test Pattern.
6:00 Cactus Jim. A western film for the kids.
6:30 News and Events.
7:00 Kukla, Fran, and Ollie and the rest of the Kuklapolitan players.
7:30 News and Events.
7:55 Teletone Varieties.
8:00 Tele-Theater. Drama.
8:30 Film Varieties.
9:00 Lights Out. Mystery drama.
9:30 Film Varieties.
10:00 Studio One. Drama.

Tuesday

1:00 Test Pattern.
4:00 Homemaker's Exchange. Louise Leslie.
5:45 Test Pattern.
6:00 Cactus Jim. Western film.
6:30 News and Events.
7:00 Kukla, Fran, and Ollie.
7:30 Melody, Harmony, and Rhythm musical.
7:45 News and Events.
7:55 Teletone Varieties.
8:00 Feature Film.
9:00 Film Varieties.
9:30 Life of Riley with Jackie Gleason as Chester A. Riley and Rosemary DeCamp as his faithful wife.
10:00 Amateur Hour with Ted Mack, m.c.

Wednesday

1:00 Test Pattern.
4:00 Homemaker's Exchange. Interesting recipes.
5:45 Test Pattern.
6:00 Cactus Jim. Tales of the west.
6:30 News and Events.
7:00 Kukla, Fran, and Ollie. Enjoyment for the whole family.
7:30 The Clock. A drama of suspense.
8:00 Arthur Godfrey and his friends.
9:00 Lopez Speaking, musical memories.
9:15 Film Varieties.
9:30 Wrestling. The sport that is intriguing the nation.
10:00 Break the Bank with Bert Parks asking the questions.
10:30 Wrestling (continued).

Thursday

1:00 Test Pattern.
4:00 Homemaker's Exchange. Cooking School.
5:45 Test Pattern.
6:00 Cactus Jim. Western Feature.
6:30 News and Events.
7:00 Kukla, Fran, and Ollie.
7:30 Melody, Harmony, and Rhythm.
7:45 News and Events.
7:55 Teletone Varieties.
8:00 Stop the Music. Bert Parks asks you to name the "Mystery Melody."
9:00 Kay Kyser's College of Musical Knowledge. Musical quizzes.

Friday

1:00 Test Pattern.
4:00 Homemaker's Exchange. Favorite recipes.
5:45 Test Pattern.
6:00 Cactus Jim. Western Feature.
6:30 News and Events.
7:00 Kukla, Fran, and Ollie.
7:30 News and Events.
7:55 Teletone Varieties.
8:00 Quiz Kids Joe Kelly keeps the moppets on their toes.
8:30 Man Against Crime, with Ralph Bellamy as Detective Mike Barrett.
9:00 54th Street Revue. Virginia Gorski, Joan Driner, Russell Arms, vocalists.
10:00 Boxing Bouts.

Programs are subject to change without notice.

Day after Day....
YOU'LL PICK WGN-TV
for the Best!

BOXING BOUTS
ON WGN-TV

★ ★ ★

Monday, 8:30 p.m.
Professional bouts
from Marigold Gardens

★ ★ ★

Friday, 9 p.m.
Amateur bouts
from Madison Arena

★ ★ ★

described by
★ Jack Brickhouse
★ Harry Creighton
★ Vince Lloyd

DUMONT WGN-TV
CHANNEL 9 · CHICAGO

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

2:00 4 **Bill Evans Show** commentary
2:15 9 **Chicago Cooks** B. Barkley (pg. 27)
2:45 5 **News Telecast** latest events
3:00 4 **Homemakers' Exchange** recipes
9 **Stop the Record** Frann Weigel
3:30 4 **TV Album** ticker tape news
3:45 5 **Hi Ladies** Claude Kirchner mc's
4:00 9 **Women's Magazine of the Air**
4 **Ted Steele Show** musical
4:15 5 **Judy Splinters** puppet show
4:30 4 **TV Billboard** ticker tape news
5 **Howdy Doody** a loveable puppet
9 **Test Pattern**
5:00 5 **Cactus Jim** western feature
9 **Small Fry Club** Bob Emery mc
5:15 4 **Comic Capers** with Boo the bunny
5:30 4 **Lucky Pup** Doris Brown femcee
9 **Trail Blazers' Theater** western "Billy the Kid Outlawed"
5:45 4 **Wrangler's Club** with Texas Bruce
6:00 4 **Time For Beanie** and his Sea Serpent
5 **Kukla, Fran and Ollie** say hi.
6:15 7 **Dinner Music**
4 **Sing For Your Supper**
6:30 4 **CBS Television News** Doug Edwards
5 **Showroom** with Roberta Quinland
7 **Serial** "Fighting Kit Carson"
9 **World Window** travel film
6:45 4 **Window Shopping** Pat Banks
5 **News Caravan** John C. Swayze
7 **Uncle Mistletoe** and Aunt Judy
9 **Chicagoland Newsreel**
6:55 4 **Herb Shriner Show** commentary
7:00 4 **Silver Theater** drama "Never Hit A Pigeon"
5 **Tele-Theater** drama Faye Emerson in "Million Dollar Baby" comedy
7 **Parade** Young talent variety acts
9 **Dr. Preston Bradley** lectures
7:15 9 **Film Varieties**
7:30 4 **Talent Scouts** with Arthur Godfrey
5 **Voice of Firestone** Risé Stevens guest soprano. Musical
7 **Kay Morrow** fashion review
9 **Al Morgan Show** musical variety
7:45 7 **Film Shorts**
8:00 4 **Candid Camera,** Allan Funt narrates
5 **Lights Out,** "Reservations for Four."
7 **Wendy Barrie** interviews the stars
9 **The World Is Yours,** travel film "Land of Islam"
8:15 9 **Film varieties**
8:30 4 **Goldbergs,** starring Gertrude Berg
5 **Robert Montgomery Presents** premiere. Drama adapted from movie stories featuring guest stars
7 **WENR-TV Playhouse,** "Face in the Fog."
9 **Boxing,** professional bouts
9:00 4 **Studio One,** dramatic production "Father & The Angels" Stanley Ridges
9:30 5 **Who Said That?** Robert Trout quizzes Earl Wilson and Al Capp
9:45 7 **Flana-Grams,** sports commentary
10:00 4 **Ernie Simon,** the Curbstone Cutup
5 **Weatherman,** Clint Youle
10:10 5 **Clifton Utley** and the news
10:15 4 **Wrestling from Hollywood,** films
10:25 5 **Dorsey Connors** and commentary
10:30 5 **But Not Forgotten,** Herbie Mintz
10:45 5 **Let's Look at Sports.** Tom Duggan
9 **Chicagoland Newsreel**
11:00 9 **TV Forecast**
4 **Murder Before Midnight,** drama

(Stations reserve the right to change above listings without notice)

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
2:00	4	**Bill Evans Show,** interviews, etc.	
	9	**Chicagoland Newsreel,** local news	
2:15	9	**Chicago Cooks,** Barbara Barkley. Another taste tempting dish	
3:00	4	**Homemakers' Exchange,** cooking school	
	9	**Stop the Record,** Fran Weigel, mc	
3:15	5	**News Telecast,** latest events	
3:30	4	**TV Album,** ticker tape news	
4:00	4	**Ted Steele Show,** musical	
	9	**Plan-A-Room,** with Paul McAlister	
4:15	5	**Judy Splinters** and her alter ego, Shirley Dinsdale. Puppet show	
	9	**Test Pattern**	
4:30	4	**TV Billboard,** ticker tape news	
	5	**Howdy Doody,** a puppet for the kids	
5:00	5	**Cactus Jim,** western feature	
	9	**Small Fry Club,** Bob Emery presents a cartoon for the youngsters	
5:15	4	**Comic Capers,** magic and fun	
5:30	4	**Lucky Pup,** Bunnin puppets	
	5	**Pet Shop,** care of pets discussed	
	9	**Trail Blazers' Theater,** western film, "Raiders of the West."	
5:45	4	**Wrangler's Club,** with Texas Bruce	
6:00	4	**Time for Beanie** and his sea serpent	
	5	**Kukla, Fran, and Ollie,** Cecil Bill, Fletcher Rabbit and all the others	
6:15	4	**Sing for Your Supper,** Jane Clemens on the vocals	
	7	Dinner Music	
6:30	4	**CBS News,** Douglas Edwards reports	
	5	**Melody, Harmony, and Rhythm**	
	7	**Serial:** "Fighting Kit Carson."	
	9	**Hobby Parade,** Walt Newton, mc Hobbies discussed (see page 12)	
6:45	4	**Window Shopping,** John Dunham	
	5	**News Caravan,** John Swayze reports	
	7	**Uncle Mistletoe** relates the tales of Olio, Molio, and Rolio's adventures	
	9	**Chicagoland Newsreel**	
6:55	4	Herb **Shriner Show,** commentary	
7:00	4	**Frontier Theater,** western feature	
	5	**Star Theater,** starring Milton Berle	
	7	**Comedy Carnival** films	
	9	**Court of Current Issues,** discussion	
8:00	4	**Actor's Studio** drama, "Joe McSween's Atomic Machine," by R. Gehman	
	5	**Fireside Theater** "Double Jeopardy" and "Of Thee I Love"	
	7	**Cavalcade of Bands,** Gene Krupa	
	9	**Film Varieties**	
8:30	4	**Suspense,** drama "The Distant Land"	
	5	**Life of Riley,** Jackie Gleason stars	
	9	**Wrestling** from Midway Arena, Jack Brickhouse announces matches	
9:00	4	**Film Varieties**	
	5	**Original Amateur Hour,** Ted Mack, mc Guest: Jack Smith, singing star	
	7	**Tomorrow's Champions,** boxing with Wayne Griffin announcing	
10:00	4	**Ernie Simon** interviews the people	
	5	**Weatherman,** Clint Youle	
10:10	5	**Clifton Utley** and the news	
10:15	4	**Behind the Headlines.** news	
10:25	4	**Joe Wilson's Sports Roundup**	
	5	**Dorsey Connors,** commentary	
10:30	5	**But Not Forgotten,** Herbie Mintz	
10:40	4	**Murder Before Midnight,** drama	
10:45	5	**Let's Look at Sports,** Tom Duggan **Flana-Grams,** sports commentary	
	9	**Chicagoland Newsreel,** local news	
11:00	5	**You Are an Artist,** Jon Gnagy draws	
	9	**TV Forecast**	

(Stations reserve the right to change above listings without notice)

HERE'S TELEVISION YOU'LL ENJOY!

Every Monday thru Friday

"JUDY SPLINTERS"
4:15 - 4:30 P.M.
Shirley Dinsdale Is the "Voice"

"HOWDY DOODY"
4:30 - 5:00 P.M.
With Bob Smith, Clarabelle and Gang

"CACTUS JIM"
5:00 - 5:30 P.M.
An Old Timer's Stories of the West

Every Monday and Thursday

"HI! LADIES"
3:45 - 4:15 P.M.
Claude Kirchner from Home Arts Guild

Every Tuesday

"PET SHOP"
5:30 - 6:00 P.M.
All About Pets—You'll Like It

WNBQ
CHANNEL 5

Viewers Pick Favorites - - - - - -

Continued from Page 9

Many of our readers didn't like the idea of cutting out the ballots, like *Dorothea M. Adams* who wrote to say she and the family are saving copies of *TV Forecast* "for posterity."

Dorothea is one of many who cast her vote via letter, adding personal opinions on shows, and offering suggestions, such as better Saturday evening programming.

Favorite Drama

(From New York)

1. **Kraft Theater**
2. **Studio One**
3. **Philco Playhouse**
4. **Ford Theater**
5. **Fireside Theater**
6. **The Goldbergs**
7. **Mama**
8. **Silver Theater**
9. **Man Against Crime**
10. **Life of Riley**

Others wanted more hockey, basketball, Saturday afternoon movies during the winter months, ballets, religious telecasts, and early morning shows.

Midwesterners hoped to see *Bob Hope, Jack Benny, Red Skelton, Eddie Cantor,* and *Danny Kaye* soon, even though they stopped listening to these personalities on the radio in order to give full time to television.

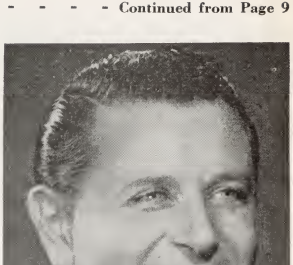
Favorite Drama

(From Chicago)

1. **Cross Question**
2. **ABC Players**
3. **Action Autographs**

Most unusual suggestion for a new TV show was from a reader who felt video would be a great help in instructing foreign language courses.

Mrs. Harold Vollman, in a letter to the judges, told how the *Hopalong Cassidy* show affected her young son: "I wish you could see my 7 year old when it's time for Hoppy. He gets all dressed up with hat, boots, guns and holster, and shirt, then sits in front of the television. I think he lives every move of the show."



WARREN HULL (remember him on Vox Pop's radio show) is now starring in "A Couple of Joes." This week WENR-TV, channel 7, will again present this rollicking telecast Wednesday evening. Watch for it.

Favorite Shows for the Women

(From Chicago)

1. **Woman's Magazine** } **Tie**
1. **Barbara Barkley** }
2. **Stop, Look & Learn**
3. **Second Cup**
4. **Hi Ladies**
5. **Kay Morrow**

Burton Kesner, like many another telefan, had a difficult time selecting favorite shows in the *TV Forecast* poll. He wrote: "I am not a child, and I do not think *Kukla, Fran and Ollie* should be put in the class of other, so-called children's programs." Probably because of its sophisticated script, KFO placed high in the Favorite Comedy category.

(Continued on Next Page)

Mystery Favorites
(From New York)

1. **Suspense**
2. **Martin Kane**
3. **Lights Out**
4. **The Clock**
5. **Boris Karloff**

Reader *Al H. Gorte* is in favor of having top-notch network shows transcribed during the week, and shown for the second time on a night like Saturday. This would benefit not only people who bowl certain evenings of the week, but others who work and miss all the evening shows.

Mystery Favorites
(From Chicago)

1. **Mystery Players**
2. **Stand By for Crime**
3. **Mr. Black**
4. **Ernie Simon**

Emil Jantac and dozens of other telebugs wonder when It Pays to be Ignorant will return to TV . . . *Bruce Slingerland* is hoping to see *Phil Harris* on the screen soon . . . The *Eddie Condon* show, no longer on video, was one of the finest in the opinion of *Mr. and Mrs. W. J. Dallard.* Some sponsor ought to bring him back, the Dallards feel . . . "Ugly men who talk, talk, talk, talk belong on radio, not television," says *Betty Williamson* . . . The *James Eugene Smith* family have had their TV set for three years and "are so happy with the marked improvement in the programs."

Best New Shows
(From New York)

1. **Kay Kyser**
2. **20 Questions**
3. **Mama**
4. **Black Robe**
5. **One Man's Family**

. . . *Carolyn Dary* claims "all of us can stand and appreciate a course in English. We cannot have too much knowledge. Knowledge is power, and it may help us settle some of our problems."

Mrs. E. A. Cooper's comments will probably be of interest to all Chicago video stations: "After spending most of

Quiz Favorites
(From New York)

1. **Stop the Music**
2. **20 Questions**
3. **Break the Bank**
4. **Who Said That**
5. **Kay Kyser**
6. **Fun for the Money**
7. **Celebrity Time**
8. **Spin the Picture**
9. **Think Fast**
10. **Majority Rules**

(Continued on Page 24)

Don't miss the
EXCITING
TV AUCTION FRIDAY!

EXPENSIVE ARTICLES GO FOR LIBBY'S LABELS!

"AUCTION-AIRE"
FRIDAYS AT 8 P.M.
WENR-CHANNEL 7

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
2:00	4	Bill Evans Show, commentary	
	9	Chicagoland Newsreel	
2:15	9	Chicago Cooks, Barbara Barkley	
3:00	4	Homemakers' Exchange, recipes	
	9	Stop the Record, Frann Weigel, mc	
3:15	5	News Telecast, latest events	
3:30	4	TV Album, ticker tape news	
4:00	4	Ted Steele Show, musical	
	9	Women's Magazine of the Air, information for the ladies	
4:15	5	Judy Splinters, the puppet girl	
4:30	4	TV Billboard, ticker tape news	
	5	Howdy Doody Show, with Bob Smith	
	9	Health Talk: plastic surgery and your growing child	
5:00	5	Cactus Jim, western feature	
	9	Small Fry Club, with Bob Emery	
5:15	4	Comic Capers. Read the funnies kids	
5:30	4	Lucky Pup with Foodini, magician	
	9	Trail Blazers' Theater, "Lone Rider in the Outlaws of Boulder Pass."	
5:45	4	Wrangler's Club, with Texas Bruce	
6:00	4	Time for Beanie and his friends	
	5	Kukla, Fran, and Ollie greet you	
6:15	4	Sing for Your Supper	
	7	Dinner Music	
6:30	4	CBS News, Douglas Edwards reports	
	5	Showroom with Roberta Quinlan	
	7	Serial: "Fighting Kit Carson."	
	9	Art Jarrett's Metropolitan Memo	
6:45	4	Earl Wrightson Show, musical	
	5	News Caravan, John Swayze reports	
	7	Uncle Mistletoe and Aunt Judy	
	9	Chicagoland Newsreel	
7:00	4	Arthur Godfrey and His Friends Guest: Bert Lahr	
	5	Leave It To The Girls ques. & ans.	
	7	A Couple of Joes viewer participation. Warren Hull & Mike Reilly (pg. 16)	
	9	Temptones with Nancy Wright	
7:30	5	The Clock drama "Nurse In The House"	
	9	Stop, Look, and Learn household hint show, Harold Isbell mc	
8:00	4	Fun At Johnny's audience participation, prizes for contestants	
	5	Kraft Theater drama "Old Ladies"	
	7	That Wonderful Guy comedy series with Jack Lemmon & Neil Hamilton	
	9	World Is Yours travel film "Tower Of London" sign for and "Sunday Market"	
8:15	9	Film Varieties	
8:30	4	International Boxing Club	
	7	Wrestling from Rainbo Arena	
	9	Famous Jury Trials discussion	
9:00	4	Tournament of Champions boxing	
	5	Break the Bank Bert Parks mc	
	9	Treasure Hunt Bill O'Connor mc	
9:30	5	Top Views in Sports Jimmy Evans	
	9	Four Star TV Theater "Oliver Twist"	
9:45	5	Reported Missing with Jim Hurlbut	
10:00	4	Ernie Simon, The Curbstone Cutup	
	5	Weatherman, Clint Youle	
10:10	5	Clifton Utley and the news	
10:15	4	Behind the Headlines news	
10:25	4	Joe Wilson's Sports Roundup	
	5	Dorsey Connors commentary	
10:30	5	But Not Forgotten Herbie Mintz	
10:40	4	Murder Before Midnight drama	
10:45	5	Let's Look At Sports Tom Duggan	
11:00	7	Flana-Grams sports commentary	
	9	Chicagoland Newsreel	
11:15	9	TV Forecast	

(Stations reserve the right to change above listings without notice)

The FAIR
Chicago and Oak Park
OUR 75th YEAR

DON'T MOVE
THE FURNITURE

. . . just turn this table top for perfect viewing anywhere!

FULL SWIVEL ACTION TOP TELEVISION TABLE

- Mahogany-finished hardwood base; mahogany veneered top!
- 21x22" top; 26¼" high!
- Strong; well-built!
- A $16.95 value at a $2 saving for one week only!

MAIL OR PHONE YOUR ORDER. CALL STATE 2-2500

The FAIR, Music Center, Second Floor, and Oak Park

Trouble in Chicago

When Fred Waring and his organization recently visited Chicago, they were attacked by gremlins who threatened to throw the theater into darkness. Actually it turned out to be fun, as Fred said afterwards, "It's a cinch to play without lights after you've had to play without instruments as we did in Columbus last year when the baggage car was lost."

HANDY SUBSCRIPTION FORM

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185 N. WABASH AVE.
CHICAGO 1, ILLINOIS

☐ 2 YEARS $5
☐ 1 YEAR $3

☐ Remittance Enclosed ☐ Bill Me

Please allow 2 weeks for processing of subscription

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Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
2:00	4	**Bill Evans** items discussed	
	9	**Chicagoland Newsreel**	
2:15	9	**Chicago Cooks** Barbara Barkley	
2:45	5	**News Telecast** latest events	
3:00	4	**Homemakers' Exchange** recipes	
	9	**Stop the Record** Frann Weigel mc	
3:30	4	**TV Album** ticker tape news	
3:45	5	**Hi Ladies** Claude Kirchner joins the Home Arts Guild for a session	
4:00	4	**Ted Steele Show** musical	
	9	**Florence B. Ellis** book reviewer	
4:15	5	**Judy Splinters** and Shirley Dinsdale	
4:30	4	**TV Billboard** ticker tape news	
	5	**Howdy Doody Show** Bob Smith mc	
	9	**Test Pattern**	
5:00	5	**Cactus Jim** western feature	
	9	**Small Fry Club** with Bob Emery	
5:15	4	**Comic Capers** Read the funnies	
5:30	4	**Lucky Pup** with Doris Brown	
	9	**Trail Blazers' Theater** western "Billy the Kids Gun Justice"	
5:45	4	**Wrangler's Club** with Texas Bruce	
6:00	4	**Time for Beanie** and his sea serpent	
	5	**Kukla, Fran, and Ollie**	
6:15	4	**Sing For Your Supper** Jane Clemens	
	7	**Dinner Music**	
6:30	4	**CBS News** Douglas Edwards reports	
	5	**Melody, Harmony, and Rhythm** Tony De Simone trio & Lynne Barrett	
	7	**Serial** "Fighting Kit Carson"	
	9	**Art Jarrett's Metropolitan Memo** Vocals by Vicki Stevens	
6:45	4	**Window Shopping** Pat Banks	
	5	**News Caravan** John Swayze reports	
	7	**Uncle Mistletoe** tells a story	
	9	**Chicagoland Newsreel** local news	
6:55	4	**Herb Shriner Show** commentary	
7:00	4	**Film Shorts**	
	5	**Black Robe** Police night court	
	7	**Stop the Music** Bert Parks asks you to guess the "mystery tune"	
	9	**Temptones with Nancy Wright**	
7:30	4	**Inside U.S.A.** Peter Lind Hayes mc	
	5	**One Man's Family** domestic skit	
	9	**Hands of Murder** "House of Shadows"	
8:00	4	**Film Shorts**	
	5	**College of Musical Knowledge** starring Kay Kyser. Musical quiz	
	7	**Hollywood Screen Test** Neil Hamilton presents potential star material	
	9	**Morey Amsterdam Show** variety Guests: Harry Berney, Rosemary Cluney	
8:30	7	**Author Meets the Critics** current book – discussion John McCaffrey mc	
	9	**Wrestling** from Madison AC	
8:45	4	**Hour of Mystery** drama	
9:00	5	**Martin Kane,** private eye, William Gargan stars as the detective	
	7	**Roller Derby** Chgo. vs N.J. (pg. 10)	
9:30	5	**Wayne King Show** musical variety at its best. Don Large chorus	
10:00	4	**Ernie Simon,** The Curbstone Cutup	
	5	**Weatherman,** Clint Youle	
10:10	5	**Clifton Utley** and the news	
10:15	4	**Behind the Headlines** news	
	7	**Flana-Grams** sports commentary	
10:25	5	**Dorsey Connors** commentary	
10:30	4	Joe Wilson's Sports Roundup	
	5	**But Not Forgotten** Herbie Mintz	
	9	**Mystery Is My Hobby** drama	
10:40	4	**Murder Before Midnight** drama	
10:45	5	**Let's Look At Sports** Tom Duggan	
11:00	9	**Chicagoland Newsreel** local news	

(Stations reserve the right to change above listings without notice)

YOUR FAMILY WILL ENJOY WGN-TV PROGRAMS..

Important Announcement for All Homemakers

!!!

"CHICAGO COOKS with BARBARA BARKLEY"

is now on

FIVE DAYS A WEEK

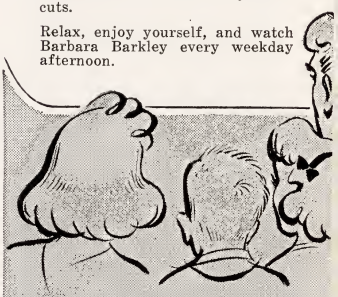
Mon. thru Fri.

2:15-3:00 P.M.

!!!

45 minutes each day of tempting recipes, tasty menus, time-saving household hints and culinary short-cuts.

Relax, enjoy yourself, and watch Barbara Barkley every weekday afternoon.



DUMONT WGN-TV CHANNEL 9 · CHICAGO

Novel Letter Wins This Reader Prize

A novel letter written by *Mrs. Richard A. Hentschel* of 5724 Pensacola, Chicago, was judged the winning entry of *TV Forecast's* "Favorite Record" contest of the week. Today another contest begins, open to all readers. Just follow the simple rules listed below.

Mrs. Hentschel chose the RCA Victor "Howdy Doody" as her favorite record, with the following reason:

Here's
Our
Western,
Dandy
Young ones
Listen to his record album—
Doody's
Outstanding
Orations and reminders on
health, safety and happiness
Delight
Youngsters.

The letter spells out one of television's famed puppet characters. As her prize, Mrs. Hentschel will receive RCA Victor's "South Pacific" album, plus a handsome 45RPM record.

Reader *James Kokie* of 2530 N. Rockwell St. was judged winner of second place; *Al H. Gorte* of 204 South 9th Ave., Maywood, third place winner.

You have until Friday, Feb. 3, to enter, so hurry. Clip out the official entry blank found on page 3. State what record album you wish if the judges rule your letter the winning entry. Winners have choice of an RCA Victor, Columbia Decca, Mercury or Capitol album.

Here are the rules:

1.) Letter must be 25 words or less. Record chosen can be 78, 45, or 33⅓ RCA Victor, Columbia, Decca, Mercury, or Capitol. State your choice.

2.) Record must feature or be played by a television star currently appearing on Chicago channels.

3.) Letter must contain contestant's name and address. PLUS the official Entry Blank found in this week's *TV Forecast*.

4.) Contestants may send as many Entry Blanks as they wish. Each week a new contest begins, for example—this week's contest ends midnight, Friday, Feb. 3. Letters postmarked Saturday, Feb. 4, will be judged for the fourth week's contest. All entries become the property of this magazine. Employees of *TV Forecast* are not eligible to participate.

By BOB LEE

After viewing and hearing *Jan Peerce* on a guest spot during *Voice of Firestone* the other eve, it served to remind me of the many excellent Red Seal biscuits Mr. Peerce has turned out for *RCA Victor*.

This "singer's singer," a favorite among musicians as well, is unusual in the respect that he has more humility than you would expect to find in a great singer. His latest record is a dandy single of *Recondita Armonia* from act 1 of La Tosca. Get Victor 10-1486.

By the time you read this, the next big hit should be *Red Foley's* disking of *Chattanooga Shoe Shine Boy*. It's an infectious number in the manner of the highly popular *Brother Bones* recordings about a year ago, and it has a shuffling beat that is hard to resist. Number on *Decca* is 46205. Don't pass this up for certain, *Linn Burton*.

Talking about TV guests, did you catch *Frankie Laine* on the *Ed Sullivan* show? A singer with his own style, Laine can be found on the *Mercury* label. Also, if you own an LP phonograph you can get a Laine album for $2.85. His latest, now over the 1,600,000 mark (of course you know) is *Mule Train*. We predict he'll be star of his own TV show early in March.

Bozo the Clown, Capitol's biggest single attraction on their wonderful line of kiddie records, will soon blossom out into movies and TV, for all of us to see.

Bozo's albums have entertained millions of children from two to 22, and include Bozo at the Circus, Bozo and the Rocket Ship, Bozo Sings, Bozo Under the Sea.

WTMJ-TV Channel 3, Milwaukee, Wisconsin

FOR THE CONVENIENCE OF OUR READERS WHO ARE ABLE TO PICK UP WTMJ-TV, TV FORECAST PROVIDES THIS PAGE.

Saturday

4:00 **Mr. Jaycee** handling civic problems.
4:30 **Wild West Theater.** Full length western.
5:30 **Tele-Talent-Time.** Amateur talent hunt.
6:00 **Film.**
6:30 **Sports Picture.** News and interviews.
6:45 **Top Views in Sports.**
7:00 **Whiteman Teen Club.** (Paul and daughtr Margo lead the teenagers).
8:00 **Ed Wynn Show** comedy and variety highlighted.
8:30 **Hockey action** on ice.
11:00 **Roller Derby**—fast paced action.
11:40 **News.**
11:42 **Tomorrow's Television.**

Sunday

2:15 **Meet the Artist.** New ideas in drawing.
2:30 **Bible Stories** presented for the children by Ensworth Reisner.
2:45 **Stranger Than Fiction.** Unusual items.
3:00 **Grenadiers** presenting "The band with a million friends", comedy, guests.
4:00 **Wayne King musical**—Nancy Evans, Harry Hall vocalists, Don Large chorus.
4:30 **Super Circus.** Under the big top.
5:00 **Singing Lady**—Ireene Wicker, musical.
5:30 **High Life Time**—Tommy Sheridan & trio.
6:00 **Paul Whiteman Revue.** Variety.
6:30 **This Is Show Business.** Variety.
7:00 **Supper Club**—Perry Como & guests.
7:30 **Colgate Theater.** Drama.
8:00 **Philco TV** Playhouse. Drama.
9:00 **Celebrity Time.** Quiz, Conrad Nagle mc.
9:30 **Telenews Weekly.**
9:50 **Roving Cameras.**
10:00 **Studio One.** Drama.
11:00 **Tomorrow's Television.**

Monday

3:15 **George Comte.** Poetry, books, travel.
3:30 **Film Program.**
3:45 **What's New in the Home.** Cooking demonstrations & other topics discussed.
4:15 **Song Shop**—Al Buettner at the piano.
4:30 **Howdy Doody**—that lovable puppet.
5:00 **Cactus Jim**—western film.
5:30 **Film Program.**
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran, and Ollie.**
6:30 **Sports Picture**—news & interviews.
6:45 **News Caravan**—John Swayze.
7:00 **Tele-Theater.** Drama.
7:30 **Arthur Godfrey Talent Scouts.**
8:00 **Candid Camera**—Allan Funt catches you.
8:30 **Goldbergs**—family life.
9:00 To be announced.
9:30 **Family Party**—Tom Moore, m.c.
10:00 **Guessing Game.** Features for viewers.
10:30 **News.**
10:32 **Tomorrow's Television.**

Tuesday

3:15 **George Comte Show.** Historical items.
3:30 **It's Gimbles Time** songs by Bob Churney.
3:45 **What's New in the Home.** Breta Griem.
4:15 **Paul Skinner**—Al Buettner.
4:30 **Howdy Doody**—Bob Smith, m.c.
5:00 **Cactus Jim**—Western film.
5:30 **Your Library Story** for the children.
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—news & interviews.
6:45 **News Caravan**—John Swayze.
7:00 **Star Theater**—Milton Berle, m.c.
8:00 **Fireside Theater**—double drama.
8:30 **Life of Riley**—Jackie Gleason.
9:00 **Original Amateur Hour**—Ted Mack, m.c.
10:00 **Square Dance Jamboree** learn how it's done.
10:30 **News.**
10:32 Tomorrow's Television.

Wednesday

3:15 **George Comte Show.** Discussion.
3:30 **Film Program.**
3:45 **What's New in the Home.**
4:15 **Song Shop**—vocals by Paul Skinner.
4:30 **Howdy Doody Show.**
5:00 **Cactus Jim**—western film.
5:30 **Museum Explorers Club.**
5:45 **Vi & Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Arthur Godfrey and His Friends.**
8:00 **Kraft TV Theater.** Drama.
9:00 **Break the Bank**—quiz—Bert Parks, m.c.
9:30 **Salute to Wisconsin's Industries.**
10:00 **Golden Gloves Boxing.**
11:15 **News.**
11:17 **Tomorrow's Television.**

Thursday

3:15 **George Comte Show.** Discussion.
3:30 **It's Gimbels Time**—musical.
3:45 **What's New in the Home.**
4:15 **Paul Skinner—Al Buettner.**
4:30 **Howdy Doody Show.**
5:00 **Cactus Jim**—Western film.
5:30 **Lucky Pup**—Bunnin puppets.
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Stop the Music**—quiz—Bert Parks, m.c.
8:00 **Kay Kyser College of Musical Knowledge.**
9:00 **Martin Kane,** private eye—drama.
9:30 **Wrestling from So. Side Armory.**
10:55 **News.**
10:57 **Tomorrow's Television.**

Friday

3:15 **George Comte Show. Discussion.**
3:30 **Film.** Woman speaks.
3:45 **What's New in the Home.**
4:15 **Song Shop**—musical.
4:30 **Howdy Doody Show**—puppets.
5:00 **Cactus Jim**—western film.
5:30 **Little Amateurs.**
5:45 **Vi & Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Mama**—period comedy.
7:30 **TV Open House** young talent.
8:00 **Versatile Varieties**—Harold Barry, m.c.
8:30 **Golden Gloves Boxing.**
11:15 **News.**
11:17 **Tomorrow's Television.**

OUR GAL TONI

A sparkling variety program featuring lovely Toni Gilman and a host of well-known celebrities. It's a full hour of delightful informality.

FRIDAY 9:00 P.M.

Presented by Kralee Insurance Service

WENR-TV
Channel 7

Friday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30		4	**Shopping is Fun** Chuck Bill mc	
2:00		9	**Chicagoland Newsreel** local news	
2:15		9	**Chicago Cooks** Barbara Barkley	
3:00		4	**Homemakers' Exchange** recipes	
		9	**Stop the Record** Frann Weigel mc	
3:15		5	**News Telecast** latest news	
3:30		4	**TV Album** ticker tape news	
4:00		4	**Ted Steele Show** musical	
		9	**Women's Magazine of the Air** Ruth Crowley and Ed Roberts	
4:15		5	**Judy Splinters** that precocious child	
4:30		4	**TV Billboard** ticker tape news	
		5	**Howdy Doody Show** meet the gang	
		9	**Individually Yours** Celeste Carlyle	
5:00		5	**Cactus Jim** presents a western feature	
		9	**Small Fry Club** Bob Emery mc	
5:15		4	**Comic Capers** Don & Vera Ward mc	
5:30		4	**Film Shorts**	
		9	**Fairteen Club** designed for the high school set. Carol Lee mc	
5:45		4	**Wrangler's Club** join Texas Bruce	
6:00		4	**Time for Beanie** and his adventures	
		5	**Kukla, Fran, and Ollie** and friends	
		9	**Trail Blazers' Theater** western "Toll of the Desert"	
6:15		4	**Sing For Your Supper** Jane Clemens	
		7	**Dinner Music**	
6:30		4	**CBS News** Douglas Edwards reports	
		5	**Showroom** with the vicacious Roberta Quinlan doing the vocals	

(Continued on page 23)

RCA VICTOR DISTRIBUTING CORPORATION

Presents

"Lucky Letters"

Every Friday at 9:30 p.m.

FRANKIE MASTERS
emcee
ON WBKB CHANNEL 4

SEE YOUR FAVORITE RCA VICTOR DEALER

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
		7 **Serial** "Fighting Kit Carson"	
		9 **Art Jarrett's Metropolitan Memo**	
6:45	4	**Window Shopping**	
	5	**News Caravan** John Swayze reports	
	7	**Uncle Mistletoe** and Aunt Judy	
	9	**Chicagoland Newsreel** local news	
6:55	4	**Herb Shriner** the Hoosier wit chats about "things back home"	
7:00	4	**Mama** comedy based on "Mama's Bank Account" Peggy Wood stars	
	5	**Quiz Kids** Joe Kelly keeps the moppets on their toes	
	7	**On Trial** discussion program "Should Mercy Killing Be Legalized?"	
	9	**Cartune-O** Holland Engle mc with Nancy Wright and the Temptones	
7:30	4	**Man Against Crime** drama	
	5	**Walt's Workshop** Mr. Durbahn makes a headboard for a bed	
	7	**Ruggles** Chas. Ruggles & Ruth Tedrow star. Domestic comedy	
8:00	4	**Actor's Studio** drama	
	5	**Versatile Varieties** Harold Barry mc presents: Ann Rooney, Jesters, Buddy Raye, Jesse, James & Carnell	
	7	**Auction-Aire** Home viewers are invited to bid for displayed objects. Jack Gregson & Rebel Randall.	
	9	**World Is Yours** travel film "New Mexico"	
8:15	9	**Film Varieties**	
8:30	5	**Big Story** reporter gets a scoop	
	7	**Majority Rules** quiz Myron Wallace	
	9	**Viewpoints** Spencer Allen interviews	
9:00	4	**Peoples' Platform** round-table discussion. Charles Collingwood mc "Should Congress Approve the DP Bill?"	
	5	**Cavalcade of Sports** Boxing bouts from Washington, D.C.	
	7	**Our Gal Toni** Miss Gilman interviews guests on their professions. Informal discussion groups	
	9	**Amateur Boxing** from Madison AC Jack Brickhouse announcing	
9:30	4	**Lucky Letters** TV version of anagrams; quiz show; audience participation; Frank Masters mc	
9:45	5	**Greatest Fights of the Century** Walker vs Schmeling	
10:00	4	**Ernie Simon,** The Curbstone Cutup interviews the people	
	5	**Weatherman,** Clint Youle describes phenomena of the atmosphere	
	7	**Flana-Grams** sports commentary	
10:10	5	**Films**	
10:15	4	**Wrestling from Hollywood** Russ Davis announces matches. West Coast glamour boys perform	
10:25	5	**Dorsey Connors** talks about various subjects of interest to all	
10:30	5	**But Not Forgotten** Herbie Mintz	
10:45	5	**Let's Look At Sports** Tom Duggan	
	9	**Chicagoland Newsreel** local news	
11:00	4	**Murder Before Midnight** drama.	
	9	**TV Forecast**	

(Stations reserve the right to change above listings without notice)

"WRESTLING FROM HOLLYWOOD"

with commentator

RUSS DAVIS

Friday at 10:15 P. M.

Over

WBKB

Enjoy fast and furious wrestling bouts featuring the nation's greatest wrestling stars direct from Hollywood.

Presented by

CHICAGO'S LAST SPORT SHOP

Your First Stop For Savings

10520 Indianapolis Avenue

my day cleaning and cooking, I don't care to sit down and watch a show about cooking, or household hints. Frankly, I'm bored with housework by that time and want some real entertainment. Why not some nice dramas, or some of the old movies for afternoon programming?"

Best New Shows

(From Chicago)

1. **Garroway at Large**
2. **Stud's Place**
3. **Al Morgan**
4. **Super Circus**
5. **Uncle Mistletoe**

"For more laughs, my family would love to see *Duffy's Tavern* on TV," quips *Donald A. Curran*, "and perhaps *Fred Allen* could take the role of Duffy, but he is never seen or heard!"

Quiz Favorites

(From Chicago)

1. **Spell With Isbell**
2. **Quiz Kids**
3. **Cartune-O**

More fan letters . . . *Mrs. W. Deakin* writes: "Herb Shriner is grand, but too short. Give us at least 15 to 30 minutes of him." . . . "Six nights of wrestling is a big joke," says *Daniel A. Novak*, one of our charter subscribers . . . Pinochle club meetings make way for Wednesday night shows like *Stop, Look & Learn*, according to *Mrs. Lottie Spamer, Mrs. Louise Baker, Mrs. Peter Johansen*, and other members of the Chicago club . . . "Thank heavens *Olsen & Johnson* are gone!" writes *Mrs. H. Hahney*, "Wish Admiral show with *Sid Caesar* was back" . . . *Arthur Lehn* would like to see

Musical Favorites

(From New York)

1. **Fred Waring**
2. **Paul Whiteman**
3. **Voice of Firestone**
4. **Supper Club**
5. **Band of America**

Musical Favorites

(From Chicago)

1. **Wayne King**
2. **Garroway at Large**
3. **Little Revue**
4. **Al Morgan**
5. **Temptones**

Lt. Anthony (Myron Wallace) Kidd in a show of his own . . . *Walter E. Pomper* feels television is just the medium to "further the average person's education."

"I am no relative of *Ted Mack*," explains *C. Ray Erler, Jr.*, but "his show is tops in our family. He not only has swell talent, but he is the most natural and likeable man on any radio or television show."

News Division

(From Chicago)

1. **The Weatherman**
2. **Clifton Utley**
3. **Chicagoland Newsreel**

GLORIA MUDELL, TVoluptuous thrush, returns to the Fred Waring show via CBS, to be seen on WBKB. Dial channel 4 this Sunday.

Too many old Hollywood films was the one big complaint in many of the letters submitted by fans. Fans like *William Blair* wonder why TV stations can't show more recent releases. Roger Fischer, who likes movies, pleads "no more westerns, please!" Many fans pointed out that stations spend too much time copying each other, and not concentrating on how to be different.

Favorite Shows for Children

(From New York)

1. Howdy Doody
2. Lucky Pup
3. Lone Ranger
4. Quiz Kids
5. Small Fry Club
6. TV Teen Club
7. Judy Splinters
8. Mr. I Magination
9. Singing Lady
10. Time for Beanie

Favorite Shows for Children

(From Chicago)

1. Uncle Mistletoe
2. Kukla, Fran & Ollie
3. Super Circus

Amateur Shows

(From Chicago)

1. Sachs Amateur Show
2. Rubin's Stars of Tomorrow
3. Parade

Best Show

(From New York)

Milton Berle

Favorite Movies for Children

1. Hopalong Cassidy
2. Wrangler's Club
3. Frontier Theater
4. Sagebrush Theater

Favorite Comedy

(From New York)

1. Milton Berle
2. The Goldbergs
3. Life of Riley
4. Arthur Godfrey
5. Ed Wynn
6. Jack Carter
7. Olsen & Johnson
8. Morey Amsterdam
9. Al Bernie
10. Aldrich Family

Reader Marion John Stoginski of Chicago, a WENR-TV channel 7 fan, sketched the star of his favorite show, Toni Gilman, based on a recent cover of TV forecast.

Favorite Comedy

(From Chicago)

1. Kukla, Fran and Ollie
2. Garroway at Large
3. Ernie Simon

Favorite Sports

1. Wrestling
2. Baseball
4. Football
4. Boxing
5. Polo

Amateur Shows

(From New York)

1. Original Amateur Hour
2. TV Teen Club
3. Arthur Godfrey

Favorite Shows for the Women

(From New York)

1. Blind Date
2. Leave It to the Girls
3. Roberta Quinlan
4. Homemaker's Exchange
5. Wendy Barrie

News Division

(From New York)

1. United Nations
2. News Caravan
3. CBS Television News

Educational Shows

(From New York)

1. Who Said That?
2. Kiernan's Kaleidoscope
3. Nature of Things
4. Quiz Kids
5. Black Robe

Educational Shows

(From Chicago)

1. Walt's Workshop
2. Spell With Isbell
3. Zoo Parade
4. Dr. Fixum
5. Health Talks

Best Show

(From Chicago)

Kukla, Fran & Ollie

Very few crank letters were submitted, it was noted. The majority of letters criticizing a show or personality also pointed out that the writers enjoyed video, and were only offering the remarks as in a constructive manner.

And so ends the first annual poll. In December another poll will be made, with prizes offered to readers participating.

KEN MURRAY, veteran vaudeville star and movie producer-actor, is billed in the Ken Murray Show, a biweekly extravaganza which can be seen every other Saturday on WBKB, channel 4. Murray's famed "Blackouts" ran seven years in Hollywood.

BARBARA BARKLEY

"24 Hour Pike's Peak"

GUARANTEED to melt in your mouth is the Recipe of the Week, chosen from the personal files of Barbara Barkley, star of the WGN-TV telecast seen Monday through Friday on channel 9.

On Monday, Miss Barkley will demonstrate to Chicagoland viewers how she prepares her "24 Hour Pike's Peak," ideal for serving at home television parties.

Miss Barkley, noted home economist and foods expert, is pictured above tempting cameraman Bill Rockar with some of her flavorful cookies made during a recent telecast. Rockar and other video technicians working on the show have all gained additional weight since the series started on WGN-TV.

From all reports, the boys don't mind. However, Miss Barkley says not all her recipes are weight producing, and for fashion-conscious gals who want to keep their figure pencil-slim, there are telesecrets which can be used in preparing foods.

Barbara Barkley, in private life, Mrs. Bette B. Zellers, is a graduate home economist. She taught school, but has been identified with Home Economics In Business for the past few years. Formerly at the Milk Foundation, Inc., she is at present with Harvey & Howe, Inc., home economics counselors and publishers of *What's New in Home Economics*.

About two years ago Barbara Barkley began her programs on television on WGN-TV. Acceptance of the program has resulted in its expansion from two days to four days a week, with sponsors now totaling 16. It's interesting to note that Barbara Barkley is so well acquainted with her sponsors' products that she simply talks to you about them rather than reciting staid commercials. The popularity of this program is acknowledged by the fact that thousands of homemakers request the recipes she uses.

While chatting with Barbara Barkley about her program, she said, "I do enjoy giving my program. I feel there is an appreciative audience watching. The many, many letters help me to know my viewers, so I feel my program is an afternoon visit with friends—wherein we can discuss food and problems concerned with food preparation in the home."

(6 servings)

4 egg whites 1 cup sugar
¾ teaspoon cream of tartar

Add cream of tartar to egg whites and beat until the egg whites are stiff but not dry. Gradually beat in the sugar, and continue beating until the mixture is stiff and glossy. Spread in a greased pie plate. Bake in a slow oven (275° F.) for 20 minutes, then increase temperature to 300° F. and bake 40 minutes longer.

Filling

4 egg yolks 2 teaspoons lemon rind (grated)
½ cup sugar 3 tablespoons lemon juice

Beat egg yolks until thick and lemon-colored. Add remaining ingredients and cook in double boiler until thick, stirring constantly. Cool. Whip 1 cup cream and spread half the cream on the cooled meringue. Cover with lemon filling and top with remaining cream. Chill in refrigerator over night.

1949 Brought Fame to Unknowns, But These TV Shows Were Buried

The last 12 months have brought midwestern TViewers dozens of new television shows, hundreds of fast-rising stars and hours of entertainment, but a flashback in the Video Graveyard reveals a long list of productions that are no longer seen on WGN-TV, WBKB, WNBQ or WENR-TV.

Many of them were good shows. The fact that they are now buried does not indicate they were not liked by the general public. It would probably be more accurate to say no sponsor was available to pay the cost of telecasting.

A walk along the tombstones reveals these names, some of which may be brought to life during 1950, if a bank-roll-breath-of-life is added:

It Pays to Be Ignorant
Happy Pappy
At Our House
Wrens Nest
Cartoon Teletales
Sing-Co-Pation
Skip Farrell
Eddie Condon's Floor Show
RFD America
Blind Date
Let There Be Stars
Hank McCune
Maple City Four
American TV Forum
Lopez Speaking
Penthouse Players
Fun with Furnishings
Lady of the Mountain
Paul Harvey
Jacques Fray
Tribune Comics
Telefashions
Music in Velvet
Mixed Doubles
Phil Silvers Show
American Minstrels
Window of the World
Barbara Marshall
Second Guesser
Club Seven
Vaudeo Varieties
Alice Pearce
Swift Show
Children's Creative Theater
Your Show Time
For Your Pleasure
Saturday Night Jamboree
Benny Rubin
Barn Dance
Meet Your Congress
Eyes Have It
Quiet, Please
Stop Me If You've Heard This One
That's O'Toole
Little Bordy
Three Flames
Little Otto
Stump the Authors
Reel Adventures
Movie Money
Piano Pals
Identify
America Sings
These Are My Children
Midget Boxing
Man About Town
Chevrolet on Broadway
Funny Business
Do You Get It?
School House
Sparkling Time
Personality Profiles
TV Screen Magazine
Dollars & Sense
Joe Hassel
Take a Dare
Americana Quiz
Arrow Show
Thru the Crystal Ball
Preview
Broadway Revue
Oky Doky Ranch
Attorney at Law
Olsen and Johnson
Club Television
Backstage With Barry
Dessert Party
Bowling Headliners
Lambs Gambol
Ladies Be Seated
Stand By for Crime
Science Circus
Treasure Quest
Telecharades
Under 21
Fun for the Money
It's a Great Idea
Meredith Wilson
Paradise Island
Broadway Spotlight.

TV Coverage Helps to Overcome Ignorance of the Polo Idiom

by PAT FLANAGAN
WENR-TV Reporter

"Is broadcasting polo any different than doing other sport shows?"

I'll bet I've answered that question a hundred times since I started doing this Saturday night television series from the 131st Armory.

And by this time I've just about reduced the differences to concrete items. First, the sportscaster has to recognize horses. Of course, when you're calling a horse race, the announcer has to tell one pony from another, but in polo, the horse is as much of the player as the man who rides him. Horses have personality, and the best polo ponies know what's going on there on the field, and work with the rider as part of the team.

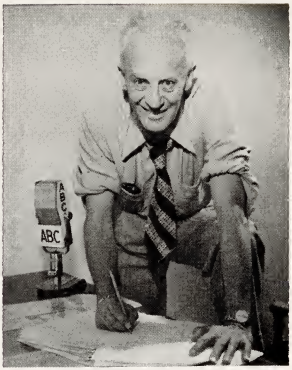
Second, the polo announcer has the handicap of calling the play thru a haze of dust which not only makes it difficult to tell accurately what's going on, but blurs the image on the viewer's screen. As a consequence, it's important that the sportscaster be very careful to call the plays exactly. It helps for him to have spotters who know polo, just as they are indispensable to a man calling a football game.

On the credit side, the winter polo broadcast is done indoors. That is a great improvement over the generally uncomfortable broadcast of a football game, where the arrangements are sometimes made late, and the announcer finds himself out in the open.

And finally, the plays in polo, because of the integrated parts of the horses and riders, are as, if not more complex than some of the tricky maneuvers employed by professional football teams. Polo strategy isn't a thing you can pick up by watching a match one afternoon.

And because it's primarily a participating, instead of spectator sport, the effect of recreation, even with the television medium is harder to achieve.

One of the most difficult things we have to overcome is ignorance of the polo idiom. There are phrases that describe different phases of the game, which have little or no meaning in their regular sense. Some of the people,



people who are avid polo-television fans, don't know how the player hits the ball. In fact, most of the uninitiated think he hits with the end of the mallet, croquet-wise. So, we attempt to explain these little points, and also some of the basic plays, by using slides, cartoons, and models.

I've been talking about sports on the radio for 28 years, and in television the past year and this is the first time I've ever described polo regularly.

The response to the telecasts have been very heartening, and I feel sure that, in the future, polo on television will build as strong a following as many other events which were not previously so restricted.

Compete for Trophy

Chicago National All-Stars will again compete this year for the soccer trophy awarded annually by Joseph Triner. The trophy is symbolic of the soccer championship of North America.

Lyricist is VP, Too!

Howard Dietz, lyricist for "Inside U.S.A. with Chevrolet," is a vice president of MGM.

Nominate Typical TV Family by Letter

If you know the "Most Typical TV Family" in the midwest, the Chicago Television Council wants to know it. Readers of *TV Forecast* are invited to nominate friends or acquaintances they feel qualify.

Just jot down their name and address, together with your reasons why, and mail it to the Editor, *TV Forecast*, 185 North Wabash.

IRVING SHOWERMAN

Your entry will be judged by Irving "Chick" Showerman, head of the National Broadcasting Company in Chicago, Hal Rorke, account executive, J. Walter Thompson advertising agency; Irvin J. Wagner, Advertising Consultant; Jack Mabley, TV Editor, Chicago *Daily News;* Sterling Quinlan, Promotions Director of WBKB; and Robert A. Kubicek, Editor of *TV Forecast.*

The family selected by the judges will be crowned and feted when the Council holds its second annual conference the first week in March. They will be guests of honor, receive special gifts and appear on Chicago video shows.

Persons submitting photos with letters should provide return postage on their entries.

TV Forecast Now on Sale at Leading Newsstands

GETTING IN

The last word

by Chub McCarthy

Purely Personal:

"Toast of the Town" is probably the nation's Most Over-Rated TV Show. However, I can understand why it wins popularity polls.

For one thing, master of ceremonies Edward Sullivan is probably the least animated person on the screen, outside of a test pattern. His smiles are as rare as clean wrestlers.

It seems more and more viewers want a dead-pan emcee. Their letters indicate that emcees, as a rule, only get in the way, delay acts, bore the audience to tears with adjectives and superlatives older than radio, and prompt fans to write bitter letters to station and sponsors and TV Forecast.

Take Mr. W. Becker for instance. A Chicagoan, Mr. Becker sizzled after watching a recent telecast titled "On the Spot."

Quote Mr. Becker—"I think it's the silliest program on on television. Russ Davis is pretending to be a comedian on a show that gives toy cars and free wash jobs to grown-up people."

Somehow the show rubbed Mr. Becker the wrong way. You see, McCarthy isn't the only sarcastic character behind a pencil and paper. The most unusual letter ever received by this dep't was a missile from Mr. J. D. Hossler's GE video set. It is the first time a letter has been written by a TV set, so we have excerpted parts, such as —"wrestling matches I'm forced to show are the boldest tricks of pure fakery ever to be promoted. Simon is about as senseless and idiotic as Garroway. Feature films are so "cut" with commercials, that I lose interest."

DON'T BE A TINKER!

HAVE WE LOOKED AT YOUR SET LATELY?

CHICAGO

southeast

SOUTH SIDE TELEVISION COMPANY
2651 E. 75th St. REgent 4-4045

south

AUBURN PARK ELECTRONICS
502 W. 79th St. STewart 3-6391

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

southwest

FRITZEL RADIO & TELEVISION LABORATORIES
6838 S. Ashland Hemlock 4-9700

west

EXPERT RADIO & TELEVISION SERVICE
15 S. Austin Phone: ESterbrook 8-0656

northwest

TRYBUS RADIO & TELEVISION CO.
5247 W. Belmont PEnsacola 6-6034, 35

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5837 N. Milwaukee Ave. ROdney 3-3400

north

BRUMLIK RADIO & TELEVISION
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HOllycourt 5-2949, 5-2895

TELE-TRONICS TV SERVICE CENTER
5738 Elston ROdney 3-7070

STEBBINS & STONE, INC.
2525 Lincoln Ave. DIversey 8-2525

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway Longbeach 1-2250

central

RADIOELECTRIC SALES AND SERVICE
3624 W. North HUmbolt 9-4441

near north

FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100

AMERICAL RADIO SERVICE
1362 N. Sedgwick MOhawk 4-2300

SUBURBS

north shore suburbs

NORTH SHORE TELEVISION SERVICE COMPANY
2547 A. Prairie DAvis 8-4464

gary, ind. and vicinity

STREIGHT TELEVISION REPAIR
118 W. 5th Gary 6864

whiting, ind.

RADIO CENTER
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southern cook county

B & H RADIO SALES & SERVICE
60 East 154th St. Harvey 400

evanston, ill.

R. S. CAMPBELL APPLIANCE CO.
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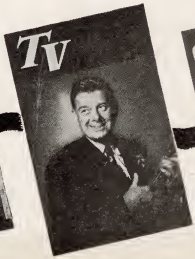

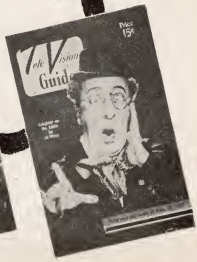

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